

2021

Fundraising Event Proposal



In this package you will find the Fundraising Event Proposal and an optional Fundraising Action Plan.

In order for your fundraising initiative to be approved, the information you provide on pages 1-4 needs to be returned to the Program Director. The rest of the package is for you to use as a support tool running your event if needed.



Fundraising Event Proposal

Fundraiser/Event Coordinator

Full Name: _____

Position with Agency: Staff Volunteer Board Member Other

Contact Information: Email Phone

Event Information

Name of Proposed Event:

Event Date (M/D/Y): _____ **Event Time:** _____

Event Location: _____

Please provide as much information as you can about your event/activity/project, including how the money will be raised:

Synopsis of your event:

How will money be raised: Auction Entry fee Donations Other: _____

Which of the Following best describes the type of fundraising you would like to undertake? (Choose one or multiple of the following options)

- | | | |
|---|--|--|
| <input type="checkbox"/> Gala | <input type="checkbox"/> Fun Walk/Run/Bike | <input type="checkbox"/> Vehicle Rally |
| <input type="checkbox"/> Donation Box/Tin | <input type="checkbox"/> Sales - % of Proceeds | <input type="checkbox"/> Trivia Night |
| <input type="checkbox"/> Craft Show | <input type="checkbox"/> Sport Event | <input type="checkbox"/> Other: _____ |

How many people do you expect to attend the event? _____



How do you plan to advertise event: Social Media Posts Paid Online Advertising Flyers
Radio Paid Search Advertising Other: _____

Budget Information

Will a permit be needed for this event? Yes No

If yes, please elaborate: _____

Do you need to seek public liability insurance for your event? YesNo

How much money do you hope to be raising for MVH? (After completing the “*Total Estimated Costs*” chart and “*Total Estimated Income*” chart, compare the two to see left over estimated event profits)
 \$ _____

Estimated Expenses and Income: In these two charts provided put in estimated expenses and income. Fill in as much information as you can. *Tip:* Try and keep expenses under 20% of revenue.

Total Estimated Costs: \$ _____

Expense	Quantity	Description	Cost	Total \$
Advertising				
Event Venue				
Decor				
Entertainment				
Licences				
Insurance				
Catering				
Tickets				
Other:				

Total Estimated Income: \$ _____

Proposed Income	Quantity	Description	Amount	Total \$
Ticket Sales				
Money Donations				
Item Donations				
Other:				



Total Net Income (This is the amount you put for money being raised): \$ _____

MVH Support

I would like to request the following support/assistance from Maternal Village Hamilton:

- Use MVH Logo MVH brochures/literature MVH representative at your event
 Promoting Event on MVH Social Media Accounts Other: _____

More About You

Have you raised money for MVH before? Yes No

Do you plan to hold fundraising events for MVH on an ongoing basis? Yes No Not Sure

What is your motivation to raise funds for MVH? _____

Would you like to keep up to date with MVH events and programming? Yes, Please No, Thank You
If yes, where would you like this information sent to? _____

Disclaimer and Fundraising Agreement

Maternal Village Hamilton is an equal opportunity organization. Maternal Village Hamilton are not medical professionals and cannot give advice or opinions on any medical procedures, doctor referrals, medications or anything that follows under those categories. Maternal Village Hamilton has no affiliation with any religious, non-profit, or other community organizations.

I accept the terms and conditions of the MVH Fundraising Agreement. I agree to conduct my event/activity/project in accordance with those terms and conditions and in a manner that upholds the integrity of Maternal Village Hamilton. Agree: Yes No

Maternal Village Hamilton is not responsible for any injuries or damages arising at or from the project/event that is subject of this approval Agree: Yes No

Maternal Village Hamilton is not a charity so we cannot provide donors with tax receipts. Agree: Yes No

Do you understand and agree that all publicity from the proposed event must be approved by Maternal Village Hamilton prior to being released and printed? Yes No

Signature: _____ Date: _____



MVH Approval (Office Use)

Approved by MVH Staff

Full Name: _____ Date: _____

Signature: _____

Please return completed *Fundraising Event Proposal* to saunyakillman@maternalvillagehamilton.ca



Fundraising Event Action Plan

Planning Phase: One year to six months before event.

Task	Who is the lead?	Due Date	Status
Determine the type of fundraising event you would like to run:			
Who would be your audience for this event?			
What is your fundraising amount goals?			
What are your estimated costs to run event?			
How many leads are needed to plan this event?			
Divide up work and assign tasks accordingly:			
How often are event leads going to meet:			
Research locations and their availability:			
Book venue:			
Set date for event:			
<i>Fundraising Event Proposal</i> has been sent and approved by MVH			
Other:			

Action Phase: Nine months to three months before event

Task	Who is the lead?	Due Date	Status
Beginning recruiting day of event volunteers			
Establish cost to event participants			
Determine how event will be advertised and prepare advertising timeline			
Identify printing needs and prepare printing timeline			
If this is an invitation event, compile invites list			
Solicit donations			
Secure permits and insurances			
Make preliminary layout and decoration plans			
Menu plan and secure catering			
Secure entertainment			
Send out Save the Dates			
Other:			



Execution Phase Part One: Three months to one week before

Task	Who is the lead?	Due Date	Status
Begin advertising event			
Make sure all contracts are signed			
Reconfirm with entertainment			
Perform menu tastings			
Draft program			
Draft site layout			
Finalize menu and floor plan			
Record invitation responses and issue ticket buying prompts			
Collect all donations			
Prepare and print programs			
Other:			

Execution Phase Part Two: Week of event

Task	Who is the lead?	Due Date	Status
Assign and provide job descriptions to volunteers for the day of the event			
Arrange deliveries for the day of the event			
Give caterer a head count			
Prepare necessary signage, name tags, and labels			
If speeches are needed, make sure these are completed			
Make sure all necessary payments have been sent and received			
Determine and prepare petty cash			
Other:			

Continued on next page...



Execution Phase Part Three: Day of event

Task	Who is the lead?	Status
Arrive early and come prepared with emergency phone numbers. First aid kit, office supplies, insurance paperwork and contract confirmations, guest list, and extra copy of scripts and volunteer instructions		
Do a site walk through		
Perform equipment check		
Place signage and decorations		
Lay out registration tables and materials		
Brief volunteers		
Station yourself where you can be seen if needed		
Make sure everyone has been paid		
Mix and mingle and have fun!		

Recap Phase: After the event

Task	Who is the lead?	Due Date	Status
Thank volunteers, sponsors, and donors appropriately			
Tally expenses and income			
Prepare final report and share with volunteers and key players			
Publicize success			
Return any borrowed or rented equipment			
Other:			